

nowhere remotely suggests that the product can be used directly much less, sprayed on.

A review of the Examiner's action made Applicant realize that the elegant simplicity and novelty of the invention was being overlooked. The novelty is in a product sprayed directly on the skin in a fine mist that maximizes the moisturizing effect of the collagen. This has never been done or even remotely suggested before. Collagen is used almost exclusively as a very expensive cream or in other skin care products. For this reason, new claim 17 has been added to not only claim the novel mixture but the novel use of the mixture as directly sprayed on the skin. The formula plus this manner of applying maximises the moisturizing effect of the collagen in a way not previously recognized.

Puchalski teaches nothing more than an additive to be used in colognes, after-shave lotions, toners and the like. It is not seen how this patent could anticipate or remotely suggest Applicant's full scale formula and spraying technique. The benefits of collagen and Allantoin have long been known but Applicant's formula or method of application have never before been suggested.

The rejection of claims 1-10 under 35 U.S.C. 103 over Puchalski et al, and Deckner in view of Kludas et al, JA '17, and JA '10 and further in view of Bailey, Vinson and JA '42 is also respectfully traversed. Again, these references are directed to creams, lotions or liquids that are splashed or wiped on the skin. These are specific products used by certain

people with definite needs. They are also products which usually have to be used with other products. When and where they can be used is very limited. In contrast, Applicant's claims are to a product that can be used anytime, anywhere as a fine mist sprayed directly on the skin.

Deckner discloses an oil and water type emulsion in the form of a lotion. Deckner's formula is to make a sun screen water-resistant and offset the harsh ingredients in a sun screen. The formula disclosed is messy and application in normal surroundings is limited. Applicant's claimed product, on the other hand, is crystal clear and can be applied anywhere as a fine mist. The remaining references are no more applicable as they only describe specific products directed to specific needs. They do not teach or remotely suggest Applicant's novel claimed invention.

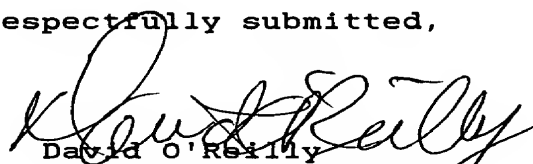
Only the Wilder patent mentions a spray at all, but not in relation to any product similar to that claimed by Applicant. The association is only made by inference, not by anything in the Wilder patent. The Examiner refers to Example 13 which merely calls the formula a solution but says nothing about how or where it would be used as a spray, if at all. It mentions collagen but as an additive to a product whose main ingredient is SOD-cell extract used for treating skin conditions.

The very simplicity of Applicant's claimed invention was very difficult to achieve. Thick creams and lotions in opaque bottles for limited use allow a producer to take certain liberties. Applicant, on the other hand, both produced a product that can be used anytime, anywhere that is sprayable

and clear. It took a great deal of testing to come up with a product that is clear, light in texture and could be sprayed in a fine mist for full absorption by the skin. Further, the product claimed will not disturb make-up, hair or clothing which is a valuable asset not possible with the products of the patents cited. Creams and lotions cannot be applied very well over make-up and can often stain or dirty clothing. It is respectfully submitted that none of the references cited alone or in any reasonable combination will produce Applicant's novel invention as now claimed.

Reconsideration of this application and allowance of the claims as now submitted are earnestly solicited

Respectfully submitted,


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